



FIHRD - CHIRA ACADEMY

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Naewna's Archive

Networking, Continuity and 3V's from our Visit to Indonesia

We will be entering ASEAN 2015 within less than 6 months. Learning, understanding and cooperation with neighboring countries are very important.

I took my team to visit Indonesia for 4 days. I would like to share knowledge to the readers. Some of them will be useful as learning experiences.

The objective of this visit is to continue network with Indonesia which we created in 2014. Besides, this visit promotion of People to People Diplomacy must be continuously developed to create 3V's: Value Added, Value Creation and Value Diversity.

From such principle, I firstly went to Medan as the 1st Vice President of Basketball Sport Association of Thailand to join 14th FIBA ASIA U16 Championship for women, Medan-Indonesia. I promoted more networks with Asian basketball players. Sport is a very important relationship. In the future, Thai athletes should practice English communication and create network after the end of competition by social media.

Moreover, we can realize the importance of Medan. It is not far from Thailand. It takes only 1 hour from Hatyai by plane. Medan is very close to Kuala Lumpur and Singapore. Indonesian government invests a lot in logistics of Medan because it has a very modern new airport.

We can see that sport is very important for international relation. I would like to persuade Thais to visit Medan. In this city, there are a lot of big trees. Mahoganies are very beautiful. Medan is a beautiful city. It takes only 3 hours by car to visit one of the world's most beautiful lakes, Toba Lake which is a UNESCO World Natural Heritage.

After that I flew to Jakarta. Later, I transferred to Bandung which is a cool Indonesian tourist destination like Thailand's Khao Yai. King Rama V visited Bandung 3 times. In Bandung, I discussed tourism cooperation with Bandung Institute of Tourism. Ms. Aurora who participated ASEAN Plus Three Tourism Students Summit 2014 in Thailand was an alumnae here. She is very good at networking. Deputy Director-General Promchote called Aurora as an alumnae of ASEAN Plus Three Tourism Students Summit 2014 co-hosted by Ministry of Tourism and Sports and my team. The benefit is not just organizing without nothing happens. I like to work with continuity follow-up and follow-up. I regularly use social media to create linkage with continuity. Ms. Aurora coordinated everything for this visit.

In Bandung, Bandung Institute of Tourism offers Bachelor's Degree, Master's Degree and vocational certificates. The Deputy Director kindly welcomed us. We discussed future cooperation in 3 areas.

The first one is 3 types of exchange program.

- Thai-Indonesian tourism student exchange program
- Thai-Indonesian tourism teacher and lecturer exchange program
- The support on internship exchange program in which Thai students are interned in Indonesia and Indonesian students are interned in Thailand, to experience work in hotels

FIHRD and I will create platform for Thai universities which are interested in joining cooperation projects with Bandung Institute of Tourism. The pilot project will start with Prince of Songkla University.

Furthermore, there will be FIHRD and Bandung Institute of Tourism Sport - Tourism and ASEAN Tourism research cooperation. In the future, we will emphasize on two country tourism research as packaged tour. For example, we will follow King Rama V's 3 visits to Bandung as a package tour.

I will cooperate with this institute to organize international conference on community-based tourism, cultural tourism and sport tourism.

Finally, I visited the Ambassador Pasakorn, the Thai Ambassador in Jakarta. At the beginning of 2014, he warmly welcomed us. If Thailand has ambassadors who are interested in academic cooperation and honor academics like us, Ministry of Foreign Affairs will have more networks. I reported him about this visit and our past works

- At the beginning of 2014, we went to collect data about Community Radio in Indonesia for doing Community Radio research. I gave him a copy of this research. He kindly listened to my cooperation with Bandung Institute of Tourism.

He told us about the new Indonesian President Jokowi who has been working in this position for almost 1 year. His policy is like the former President Sukarno's policy. He promoted Indonesia to be non-aligned nationalism independent from superpowers. He sees that Indonesia is a large nation which needs to be neutral. He focuses on benefits for his more than 250 million populations. It can greatly impact on relation with Thailand in the future. We must follow what will happen in the future?

My 3V's are successful. I have requested Ms. Aurora to be our alumni representative to work on tourism. In each month, she will send VDO clip to broadcast on my TV program. It is called "ASEAN Youth Report on Tourism: Learning Indonesia". Such approach the work focusing on networking, continuity and 3V's for supporting ASEAN.



Prof. Dr. Chira Hongladarom led Thailand basketball team to play in Level 1 of 14th FIBA ASIA U16 Championship for women, Medan-Indonesia on August 1, 2015.



Prof. Dr. Chira Hongladarom, the Secretary-General of Foundation for International Human Resource Development (FIHRD) led the team to visit and discuss academic cooperation with Bandung Institute of Tourism, Bandung, Indonesia on August 3, 2015.



Prof. Dr. Chira Hongladarom, the Secretary-General of Foundation for International Human Resource Development (FIHRD) led the team to pay the courtesy visit to H.E. Mr. Pasakorn Siriyaphan, Ambassador Extraordinary and Plenipotentiary at the Royal Thai Embassy in Jakarta to report FIHRD's work and cooperation with Indonesia on August 3, 2015.

Prof. Dr. Chira Hongladarom

Source: Learning from Reality with Dr. Chira Column. **Naewna.**
Saturday 8 August 2015, p.5



Human Talk Radio Program

Human Talk Radio Program broadcast on Sunday 9 August 2015

Prof. Dr. Chira Hongladarom described the four-day study visit to Indonesia. He started with the basic information that Indonesia consisted of 17,000 islands

There were some objectives of this study visit to Indonesia.

The first objective was to take Thai women basketball team to compete in 14th FIBA ASIA U16 Championship for women, Medan-Indonesia. After that, he went to Bandung, 160 kilometers away from Jakarta.

Indonesia is Thailand's good friend. It may be a little bit far that we need to travel by plane. Indonesia is very important to the world because it is a large Muslim country.

In Medan, Prof. Dr. Chira Hongladarom took the athletes to compete. One of the scariest things for Thai athletes is language problem. Before going to Indonesia, Athletes should practice English to talk to athletes from other countries. When they stayed there for many days, they could adapt. Before traveling, the athletes had little knowledge about Indonesia because they focused more on sport. They should be trained on languages and cultures and People-to-People Diplomacy. In this visit, they competed with basketball teams from other Asian countries. They met China, Japan, Korea, India and in Level I. Malaysia and Indonesia joined Level II. This was their opportunity to know one another. Before coming back, they could exchange their contact information like telephone numbers, Line ID, Facebook addresses to link together.



Thais may have not realized the importance of Medan. There are direct flights to Medan. It is very close to the South of Thailand. Sumatra Island extends to the North like Aceh. It takes just an hour from Hatyai to Medan by plane but 1 hour and 45 minutes from Bangkok.

Medan has a population of nearly three million people. Indonesia heavily invested on to a new very modern airport construction in Medan. It is as large as Suvarnabhumi Airport. Songkla Provincial Administrative Organization also has a relationship with Medan.

Sumatra Island Map

Source: <http://flights.indonesiamatters.com/11566-new-airport-medan/>



Kualanamu International Airport, Medan

Source: <http://www.skyscrapercity.com/showthread.php?p=125469870>

Medan has Toba Lake. There are Thai tourists visiting there. It is nearer to travel from Kuala Lumpur and Singapore to Medan.



Toba Lake in Medan, Indonesia

Source: <http://myindonesiatravel.com/2015/03/travel-guide-to-lake-toba/#>

Later, Prof. Dr. Chira Hongladarom flew to Jakarta. Then, he went to Bandung by van. Bandung is Thailand's Khao Yai. King Rama V visited Bandung 3 times because of its fresh air.



Pasir Impun in Bandung

Source: <https://twitter.com/wowfakta/status/599110940135596032>

King Rama V brought Indonesian-born mahoganies back to Thailand. Indonesia's strengths are big trees conservation furniture production from mahogany which is solid wood. At Chaosamran Beach after the turn from Petchakasem Road, there are mahoganies.



Ready Stock Furniture Indonesian Pure Mahogany

Source: <http://surindo-furniture.com/product-id/468.html>

ASEAN Plus Three Tourism Students Summit is an important meeting. After completing this summit, Prof. Dr. Chira Hongladarom tries to link the alumni from many countries by social media. They read one another's Facebooks.

Before Prof. Dr. Chira. Hongladarom and team travelled to Indonesia, he had informed the network in Indonesia. She arranged for Prof. Dr. Chira Hongladarom to meet Bandung Institute of Tourism. In Thailand, besides Dusit Thani, there is another tourism institute in Korat. Most are in the university level. Bandung offers tourism courses in vocational certificates, Bachelor's Degree and Master's Degree levels. Prof. Dr. Chira. Hongladarom could visit Bandung Institute of Tourism because of the relationship with the alumnae who came to study in Thailand. Therefore, they could link and collaborate. For example, there will be student exchange programs in which Indonesian students will be sent to study in Thailand and Thai students will be sent to study in Indonesia. There will be internship exchange program in which Indonesian students will be invited to work to gain experience at hotels in Phuket and Samui. There will be also academic exchange in the future. This kind of work is called tourism human resource connectivity.

Prof. Dr. Chira Hongladarom has opportunities to continuously work on tourism. ASEAN Plus Three Tourism Students Summit should not be organized only once. There should be more tourism linkages between Thai and Indonesia youths. This activity can be also done with other ASEAN countries. If there is tourism cooperation, they can share benefits instead of competing for interests. Organizations hosting ASEAN activities should use social media for continuing communications after the end of the projects. Thais should have ASEAN friends to promote future link. People who used to study in Thailand still have positive attitude towards Thailand. This is Prof. Dr. Chira. Hongladarom's relationship creation with alumni. This alumnae is only 22 years old but she still loves Thailand. She arranged local transportation, study visit and hotel accommodation belonged to Bandung Institute of Tourism for us. If there is youth linkage, the country will prosper.

Prof. Dr. Chira Hongladarom took the team to meet the Thai Ambassador in Jakarta. He is a civil servant highly committed to international relations development. We asked him 2 things.

The first one was about fishery. Formerly, Thai fishermen were tricky. They hired sailors from Cambodia and Bangladesh. They owned ships and sailors. They put Indonesian flag on the ship and bribed to go fishing all over Indonesia. The current Indonesian President Jokowi transparently works. Foreign fishing boats are not allowed to assume the right as the Indonesians. According to the Ambassador, the current problem of Thai fishery is illegal fishing inside and outside the country. They also violate Thai laws. When they come to Indonesia, they continue bribery. The Ambassador said that President Sukarno stressed nationalism. President Jokowi emphasizes on the national benefits. He used to invite to President Jokowi to visit Thailand but he was not ready to come. However, President Jokowi chose to visit Malaysia, Brunei and the Philippines. President Jokowi receives the National Mandate so he focuses on nationalism. If we want to make friends with Indonesians in the future, we must ensure the mutual benefits as basis for cooperation. This will be one of their criteria for consideration. Student exchange and visiting professors create mutual benefits. Illegal fishing in Indonesia and send fish back to Thailand is Indonesia's loss.

Politics in President Jokowi's era is different from President Yudhoyono era. President Yudhoyono used to be military so he had compromising policy because he inherited power from President Suharto. Prof. Dr. Chira Hongladarom admires President Jokowi who came from local politics and focused on nationalism. Indonesia is a large

country. If the both parties' benefits align, they can continue cooperation. Prof. Dr. Chira Hongladarom said that Indonesia has not yet signed the Transpacific Partnership proposed by President Obama even though he has Indonesian stepfather and he used to visit Indonesia. Therefore, Indonesia comes back to the same standpoints as in President Sukarno's era.

Indonesia considered them as a large country. Indonesian economy does not rely on exports. The Ambassador said Indonesia had 77 million the middle class people out of the whole population of 250 million. Domestic consumption can compensate the decline in exports. Indonesia is quite a self-sufficiency economy. This year, the economic growth has fallen from 6-7% to 4.5%. It still survives. The current economic growth of Thailand may be less than 3%.

To promote ASEAN youth relationships, Prof. Dr. Chira Hongladarom is going to visit alumni in all the countries.

Kid Pen Kao Pen with Dr. Chira TV Program broadcast every Thursday would like invite all participating countries in the Summit in Thailand starting with Indonesia to participate in program production. Aurora who arranged activities for this visit in Indonesia immediately accepted invitation.






She will make video clip by Smartphone. She will present Bandung's many unknown tourist attractions. Then, she will send it to broadcast in this program for about 5 minutes. This is called ASEAN Youth Report. This can be another way to appreciate the beauty of Indonesia. Two weeks after this radio program broadcast, the first episode on ASEAN Youth Report on Bandung will start. We will see mahoganies. Moreover, we will see tourisms on King Rama V's trail to Bandung which has historical links with Thailand.

Aurora Maghfira Arung Madatu

Source: <https://www.facebook.com/aurorabrianne?fref=ts>

This visit to Indonesian promotes People-to-People Diplomacy. When we develop people, we must ensure that the grass roots get benefits and are interlinked. The important thing is that Thais should learn more about Indonesia.

Please follow Chira Academy's Medias for knowledge development.

	<input type="checkbox"/> Kid Pen Kao Pen with Dr. Chira TV Program Broadcast every Thursday at 21.00-21.25 hrs. on TGN Channel For the VCD of this program, it costs 120 Bahts for each episode including the delivery service charge. Tel. (66 81) 207-2255
	<input type="checkbox"/> Towards ASEAN Community TV Program Broadcast on the fourth Friday of every month at 13.05-13.30 hrs on NBT Channel.
	<input type="checkbox"/> Human Talk Radio Program Broadcast every Sunday at 06.00 – 07.00 hrs. on FM 96.5 MHz. or Internet

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